

# InfluenceTHIS Event Notes



**Presented by**

InfluenceTHIS

May 15, 2018

# Agenda

## LOCATION

Studio 1

9:15 a.m. – 9:45 a.m.	4
<b>Fame &amp; The Culture of Proximity</b>	
<b>MARY KATE CALLEN</b> , Senior Director, Viacom Velocity	
9:45 a.m. – 10:15 a.m.	6
<b>Why Hasbro has all the Marketing Fun</b>	
<b>VICTOR LEE</b> , Senior Vice President, Digital Marketing, Hasbro North America	
10:45 a.m. – 11:15 a.m.	8
<b>Using a Data-Driven Research Process to Discover Influencers</b>	
<b>CHRISTOPHER WALTON</b> , Director, Creative Strategic Sales, Cue Digital Media	
11:15 a.m. – 11:45 a.m.	11
<b>The Science of Creating a Hit With Canada's Top Stars</b>	
<b>GREGORY BROWN</b> , ASAP Science. Learning channel, make everyday things and the science behind it accessible and entertaining.	
<b>MAYA WASHINGTON</b> , Started on YouTube in 2012 to shamelessly promote herself everyday of the year. Currently lives in LA.	
<b>JUSTIN LYNCH</b> , Epic Meal Time. One of Canada's first multi-million subscriber channels.	
<b>JORDAN BORTOLOTTI</b> , Executive Vice President, Canada, Studio71	
<b>JOEY KIDNEY</b> , Advice and self-help. Tips and tricks for Millennials.	
1:00 p.m. – 1:30 p.m.	14
<b>INFLUENCE IS AN OUTCOME, IT'S NOT A PROFESSION</b>	
<b>SABRINA SMELKO</b> , @sabrinasmelko - Home to Win, Oil of Olay, Dr Scholls	
<b>JOCELYN MERCER</b> , How to Cake It @HowToCakelt - Partnerships with Disney, Walmart, Matel, Cadbury. 7M followers over three years.	
<b>ANNA OLSON</b> , Oh Yum @OhYum - YouTube channel of OhYum, 300K followers, building global brand - Bake with Anna Olson	
<b>LAUREN TOYOTA</b> , Hot for Food @HotForFood - Former Much Music J, vegan cookbook author	
<b>RICK MATTHEWS</b> , VP International, Kin Community (MC)	
1:30 p.m. – 2:00 p.m.	16
<b>The State of the Creator Economy</b>	
<b>TIFFANY HEIMPEL</b> , Managing Director, IZEA Canada	
2:00 p.m. – 2:30 p.m.	18
<b>Pumping up Your Content</b>	
<b>NATHAN GEORGE</b> , Senior Manager, Brand Strategy, BuzzFeed Canada	
<b>JESSICA ZAGARI EVANS</b> , Head of Communications, L'Oréal Paris Canada	
<b>RJ PAULOSKI</b> , VP, Sales & Business Development Canada, Teads.tv	
<b>PETER REITANO</b> , CEO at Abacus	
<b>FATIMA ZAIDI</b> , VP of Business Development, Eighty-Eight	
2:30 p.m. – 3:00 p.m.	20
<b>A Comprehensive View of the Video and Cross-Platform Consumer</b>	
<b>BRYAN SEGAL</b> , Vice President, comScore, Inc.	

# Agenda

## LOCATION

### Studio 1

3:30 p.m. – 4:00 p.m. 21  
**Marketing to Gen Z and Millennials through Influencer Marketing**  
**JAE & TREY RICHARDS**, Vloggers, caught the attention of Kevin Hart and Drake, Shopify, OhHenry!  
**MICHAEL RIZZI**, Blogger, vlogger, LGBTQ+ education, has worked with McDonald's  
**JACLYN FORBES**, Content creator focusing on beauty, fashion and lifestyle. Bringing followers along the journey of her day. LUSH, Glossier, Google.  
**BROOKE NOLAN**, Brand Partnerships, Influencer Marketing, Content Development, Bell Media

4:00 p.m. – 4:30 p.m. 23  
**Creating Global Digital Partnerships**  
**EDLYNNE LARYEA**, Global Director, Digital Partnerships, Johnson and Johnson  
**ASHLEY HIGGINS**, Brand Partner, Shutterstock

## LOCATION

### Studio 3

10:45 a.m. – 11:15 a.m. 25  
**Straight Out of Canada – How WatchMojo Built One of Youtube's Most Successful Channels**  
Moderated by **STEVE HULFORD**, CEO, Interesting Sh\*t  
**ASHKAN KARBASFROOSHAN**, CEO, WatchMojo

11:15 a.m. – 11:45 a.m. 27  
**Canadian Youtubers – A Marketer's Perspective**  
**SEBASTIAN WULFF**, Growth Manager, Paladin Software

1:00 p.m. – 2:00 p.m. 28  
**Mapping Content Experiences Within the Customer Journey (workshop)**  
**LYNN BESSOUDO**, Manager, Public Relations, Sick Kids Foundation  
**TIFFANY KAYAR**, Communication Media Manager, Wowee  
**MONIKA SHARMA**, Director of Marketing, Viacom  
**TIM DOLAN**, Principal Consultant, Kickframe  
**SARAH FELDMAN**, Director of Public Relations and Influencer Marketing, Endy Sleep

2:00 p.m. – 3:00 p.m. 30  
**How the Briefing Process Can Lead to More Effective Creative Campaigns (workshop)**  
**MURIEL CHAVAROCHE**, Marketing Manager, Yum! Brands  
**JED SCHNEIDERMAN**, President, Tapped Mobile

### VidCon Connect A Creator Meet UP

3:30 p.m. – 3:45 p.m. 31  
**Fame & Culture Making**  
**MARY KATE CALLEN**, Senior Director, Viacom Velocity

3:45 p.m. – 4:30 p.m. 33  
**Zen and the Art of Creating**  
Moderated by: **KIMBERLY MOFFIT**  
**LATOYA FOREVER**  
**BECKY WRIGHT**  
**MOLLY BURKE**

# Fame & The Culture of Proximity



## SPEAKERS

### MARY KATE CALLEN

Senior Director, Viacom Velocity

<https://www.youtube.com/watch?v=sjxy4pvGLkw&t=122s>

## “CULTURE HAS A NEW OPERATING SYSTEM”

### FOUR TRADITIONAL TYPES OF CULTURE:

- Close culture: friends and family
- Mass culture: comes from above, not participatory
- Crowd culture: participatory, Twitter is a part of this culture
- Deep culture: obscure culture
- LINES HAVE BEEN BLURRED BETWEEN ALL THESE CULTURES, MAKES THINGS CONFUSING IN MARKETING

### WE LIKE TO FEEL JUST A LITTLE BIT FAMOUS

- How we feel fame: being recognized/tweeted by a celebrity
- Featured by a brand
- Being recognized as an expert in something

### HOW DOES CELEBRITY EVOLVE?

- 8/10 young people agree that celebrities in the past existed on a pedestal, distant and unattainable. Now, they are at our fingertips. We can create our own celebrity.
- Beyonce is still the pinnacle of celebrity

## THERE ARE OVER 65,000 YOUTUBE CHANNELS WITH 100K+ SUBSCRIBERS

- Saturation of content
- It's important for marketers to abandon the word "niche"
- There are huge communities that have found each other and have a famous person among them

## DEEP CULTURE ISN'T FAR BEHIND MASS CULTURE

- Defining fame in young people
- Ex. Ninja in Twitch, on the gaming community, played against Drake

## INTIMACY HAS NO BARRIERS

- Celebrities are part of our day to day
- "I feel as close to a famous person as I do to my friends on social media" - young people interviewed

## INFLUENCE FORMULA:

- Authenticity top priority
- We want celebrities who share, participate, believe in causes, aren't afraid to fail or be disliked
- The expectation is to speak from the heart

## PROXIMITY EFFECT AND YOUR BRAND:

1. Help your audiences build their brand: is your marketing activation helping to build their brand?
2. Treat your brand as a fully fleshed-out person: create a strategy around a "person"
3. Create the feeling of fame for your audience: create content strategy or campaign and enable your audience to feel famous
4. Capitalize on the new ingredients of celebrity and influence: treat celebrity as part of your day to day. An influencer who has a reciprocal relationship with their audience

# Why Hasbro has all the Marketing Fun



## SPEAKER

### VICTOR LEE

Senior Vice President, Digital Marketing,  
Hasbro North America

## IF YOU'RE TRYING TO REACH MILLIONS OF PEOPLE WITH A STORY, YOU NEED TO FOCUS ENERGY ON HOW THE STORY IS DELIVERED VERSUS THE CONCEPT OF THE STORY.

- Take your phone out of your pocket and tell the story of what you did today, what you're experiencing, what you bought today
- What's the beginning, middle and end? Build up the character, take these ideas down and solve problems for the character

## WAR FOR ATTENTION

- MASH 45%, Cheers 33%, Seinfeld 28%, Friends 23%, The Walking Dead 5%: of the US population watching the final episode
- There was no targeting, it was simply that the population would watch this show on a Thursday night
- It's not that we're watching less, it's that we're interested in less. But when we are interested, we're hooked. We have zero attention span now.
- TIME magazine: our attention span is now less than that of a goldfish
- Hence: Snapchat 10 seconds, Facebook 3 seconds
- Facebook: a heartbeat frequency: every three seconds, you're stimulated - in 3 or 10 seconds

## SOCIAL EXPERIMENT:

- During a break, when you meet someone new today, have a conversation and see how long they hold eye contact before their eyes wander to see if something better is on the horizon
- We are now wired to believe "there is something better if we just keep scrolling"
- Example: Blockbuster Video - you have to be there early to get the new releases, grab the

video you want. It was an excursion, Blockbuster was a destination for entertainment. TV is now the destination.

- Netflix: originally sold Blockbuster 51% of Netflix. The CEO said “subscription and screening isn’t the future”. Netflix returned six months later and offered again. Blockbuster eventually tried to become a subscription service. Blockbuster is now a museum.

#### **VIRAL INGREDIENTS:**

- Ex: Candace Payne - Chewbacca Mom. Most watched Facebook live video of all time.
- It’s happenstance: none of the greatest marketing in the world can conjure what makes a video viral
- You don’t have to tell the whole story in five seconds: you have to tell the most exciting part in the first 5 seconds.
- In five seconds, 200K people told a story on Facebook.

#### **YOU NEED TO THROW OUT THE OLD DEFINITION OF WHAT IS A STORY.**

#### **NEW DEFINITION:**

1. Will someone want to watch it?
2. Talk about it?
3. Share it?
4. Duplicate it?

#### **YOUTUBE AND FACEBOOK:**

2005: three PayPal employees shoot a video at the zoo. They founded YouTube.

2006: Facebook removed the .edu

2007: Steve Jobs says we’re going to make history

- “We have the hardware to be anything you want to be”

#### **SUMMARY:**

1. Stop talking about digital marketing, data, etc. We are marketing now in a digital world. Even if someone isolates digital out of it, it’s not going away.
2. Don’t build content for one platform and think it’s going to work for everything else.
3. You’re going to fail and you should celebrate that.



# Using a Data-Driven Research Process to Discover Influencers



## SPEAKER

### CHRISTOPHER WALTON

Director, Creative Strategic Sales,  
Cue Digital Media

### DEBORAH GUROFSKY

Director, Strategy & Innovation,  
Cue Digital Media

## TAGGER PLATFORM

- You can't plan for a video to go viral. But that doesn't mean that we can't do properly plan to have every campaign be a success.
- Does bigger always mean better? Prioritize engagement rates and followers as the driving decisions

## THINK ABOUT HOW YOU PURCHASE DIGITAL MEDIA

- Environment/context
- Reach
- Target audience (data) - are they potential consumers of your brand?
- It's the Influencer's brand and reach, their audience, that we target to ensure we are influencing the right people.

## IMAGINE ACCESSING

- Created a holistic look at all the brands in a tool
- 1.2M vetted digital influencers
- 15K international brands
- 85B follower I.D.s

## 10 CHALLENGES AND PAIN POINTS WE HELP SOLVE

### 10. AUDIENCE VALIDATION

- » Demographic info, audience location
- » Audience engine: brand or influencer profile
- » Break out of gender, age, race, location
- » When selecting an influencer, the brand and audience must be aligned

### 9. FALLING ON DEAF EARS

- » Industry propensity: traditional ambassador like a genuine celebrity or athlete, or, an influencer
- » Common fans score: provided standardization in measurement for the propensity of an audience engagement rate
- » Affinity engine: ranks an audience's propensity to care about brands, categories.
- » Ex. Fashion: Adidas, Gucci, Rolex. What are these brands telling us about this audience?
- » Common fans score: gives a score of how we rank an audience's propensity for anything. How do I see if a brand cares about me?
- » Ex. Adidas and Beats by Dre: % of cross audience overlap of what fans engage with both brands. Ideal benchmark is 2%. In previous campaigns from this platform, there is a direct correlation between common fan score and high engagement rates.

### 8. WORKING WITH THE RIGHT PEOPLE

- » Past influencers: do you want to continue that relationship? Is there value in driving loyalty and success with one influencer?
- » Best performing content: what content best resonates with that influencer? Then replicate that content to be mirrored with your brand.
- » We can see full visibility into brands' past influencer campaigns (sponsored and non-sponsored). Measure those engagements when they mention your brand.
- » When this influencer mentions your brand, they over-index against, over perform in their engagements
- » Content: view of influencers' most engaging content - develop content strategy that will resonate most with influencers' audience.
- » Is an influencers' most engaging content the influencer themselves, or is it when they post sponsored content?

### 7. SPONSORED PERFORMANCE

- » Social health of the brand: selling benchmarks and goals based on competitive analysis
- » How your brand ranks against other brands with similar number of follows and other brands within the same category/ against other influencers with similar number of followers
- » How do they perform with sponsored engagement rate? Ex. Jillian Harris has millions of followers, however, her sponsored engagement rates are below 2%

### 6. EFFECTIVELY UNDERSTANDING THE COMPETITION

- » Brand vs brand performance

- » Who are they working with
- » Who are they targeting
- » Dictate your brand strategy based on competition and see what they're doing to drive success.
- » Where to focus efforts on which platform.
- » Understand the strategy of other brands. Is it something to avoid or replicate?

#### 5. AUTHENTICITY EFFICIENTLY

- » Analyze language: mentions, hashtags, etc.
- » Instant validation
- » Content filters: search by keywords, hashtags, mentions, even set a minimum amount of mentions, updates, etc. to define consistency and who garners at minimum a 5% engagement rate

#### 4. WHERE ARE THEY?

- » Where is the influencer?
- » Where is the audience?
- » Is the location of the influencer appropriate for your demographic? If local, activate them for a store opening to interact with consumers in-person
- » Geo-fenced every city around the world to see where every influencer is located, where they've checked-in, where they've gone on vacation
- » Set a country and percentage: ex. The audience must be 30% Canadian

#### 3. ARE THEY REAL?

- » Detecting fraud
- » Validate location, audience engagement rate
- » If we only need to vet 2-5 people, we ensure the audience is who they say they are
- » Various engines to ensure that influencers are mentioning each other; if the audience location contradicts influencer's location; minimal brand affinities; steep follower growth overnight

#### 2. STANDARDIZED REPORTING

- » Reporting metrics and ease of reporting
- » Everything can be delivered at the press of a button in pdf or excel
- » Developed by top US agencies
- » Look in real-time in the platform to see how the campaign is doing

#### 1. HOLISTIC ANSWER

- » Don't order a la carte
- » Giving everyone access to the same data: setting a post-op for approval, see how it's performing live



# The Science of Creating a Hit With Canada's Top Stars



## SPEAKERS

**GREGORY BROWN**  
@asapSCIENCE

**MAYA WASHINGTON**  
@mayasworld

**JUSTIN LYNCH**  
@epicmealtime

**JORDAN BORTOLOTTI**  
Executive Vice President, Canada, Studio71

**JOEY KIDNEY**  
@joeykidney

## INFORMATION AND PERSUASION

- **GREG:** ASAP Science did a study for creator generated content - increases consumer purchasing.
- Traditional marketing relies on persuasion. But because we're YouTubers and build a relationship with our audience, we can inform our audience, open the package, interact with it
- Direct speaking: when you look at someone eye to eye, you have a stronger power over them
- Mirror neurons: we are meant to empathize and get along, it's how we relate to other people. Ex. When someone slam dunks, we feel the same emotion. Extremely effective on YouTube.

## YOUTUBE

**DO VIEWS COME FROM SUBSCRIBERS? THEY ARE A VANITY METRIC: THEY SHOW THE CUMULATIVE INFLUENCE OVER TIME. YOUTUBE IS THE WORLD'S SECOND LARGEST SEARCH ENGINE. REACH: 5-110% CANADIANS ON CREATOR CHANNELS. MEDIA PRODUCES THE MOST.**

- How is your product/service valuable
- Search: meta-data for how YouTube displays content in their environment
- Brand goals
- Traffic sources: people finding content based on referrals
- Search optimized content is more likely to appear alongside likeminded content
- Clicks or views depend on titles and thumbnails that demand action

- **GREG:** We make four thumbnails, provide insight, we think about which one to carefully choose
- **JORDAN:** What is the premise of the video
- What are you telling the audience to expect of the video is in that one thumbnail and title
- Ex. "Try This Product" vs "The 5 best things for your next tailgate party"

#### HOW MUCH OF YOUR VIEWERSHIP COMES FROM SUBSCRIBERS?

- **MAYA:** I get a lot of referrals from the suggested search column. A lot of my videos uploaded years ago are now generating more views. I'll see a video jump from 30K to 300K views.
- **JORDAN:** Working with top creators - they are the experts, they've done the experiments on your behalf
- Media: align network partners with YouTube, buy inventory of the creators, have the creator star in the promo video prior to their own content
- Google published content on their competition. Bid on search terms. Effective way to find people in-market.

#### HOW ENGAGED ARE YOUR AUDIENCES ON INSTAGRAM?

- **JOEY:** Instagram is #1, they feel like they have a conversation with you
- Provide personality on Instagram for a successful brand campaign
- **GREG:** Make our own comics. We have the largest science Instagram.
- Make your Instagram funny and personalized
- **JUSTIN:** We focus more on Facebook and YouTube. Instagram has worked for us but there's more of our audience on Facebook. We curate and format content based on platform.
- **JORDAN:** YouTube is less immersive, more experience-based
- Instagram algorithm is based on followers. Now it largely favours Instagram Stories. We use it tactically as a marketing tool versus reach.

#### BENEFITS OF WORKING WITH MACRO OR MEGA STARS

- In Canada, you do want to think about the platform and the expert influencers you're collaborating with in order to be effective and accomplish goals. The influencer's strategy will most likely work better than your brand's.
- Why traditional media uses celebrities: they add a lot of lift.

#### QUESTIONS

##### FOR JUSTIN: YOU MENTIONED FACEBOOK DOES WELL FOR YOU. WHY DOES IT WORK?

- **JUSTIN:** Video. We noticed 2 years ago that we had 1.8M likes on Facebook. Everything's organic and we don't pay for reach. Once we saw that shift where video is becoming more prominent, from a creator standpoint, YouTube has always paid us. We promote on Facebook, YouTube, Instagram, Tweet to grow our Facebook page. We looked at how other successful people format their content.

**WHAT DO YOU FIND IS GOOD OR SHOULD BE AVOIDED IN THE BRIEFING PROCESS WHEN WORKING WITH CREATORS? HOW DO WE ALLOW BOTH SIDES TO FEEL THAT THE CONTENT IS SUCCESSFUL?**

- **GREG:** It's helpful to know that the PR firm has done their research, references previous videos/content they liked. You need to trust us that we are going to bring you a narrative and story that will fit with your brand.

**WHAT WAS YOUR FAVOURITE PAID BRAND COLLABORATION AND WHY? HOW DOES REGIONALITY PLAY INTO YOUR FEEDBACK?**

- **JUSTIN:** The most successful partnership was Black Label Bacon, three year deal, very supportive. We had long conversations about their goals and how we can grow their reach.

**FOR MAYA: WHEN YOU STARTED DOCUMENTING YOURSELF EVERY DAY, WHAT STRATEGY DID YOU INCORPORATE TO GROW YOUR FOLLOWERS?**

- **MAYA:** I had no strategy. I just shared my experiences every day, and focused on shameless self-promotion. Eventually I started to look at the numbers, took feedback from audience in comments, and created content based on their requests. I was open and listened to their interests, took that into account, and had some videos go viral. But I stayed true to myself: balance what is useful information, what do I want to communicate to the world, sponsorships that make sense. What are the viewers interested in and what do I want to do?

**WHAT WOULD YOU WANT A BRAND TO BRING TO THE TABLE FOR A NEW COLLABORATION?**

- **JOEY:** When a brand is excited, prepared with research and genuinely wants to collaborate. Create a relationship and actually target my fans.
- **GREG:** We've done a lot of videos with a strong social message. If you (brands) can bring an idea that will make people feel good, activate an impact, provide a learning opportunity about humanity.



# INFLUENCE IS AN OUTCOME, IT'S NOT A PROFESSION



## SPEAKERS

**SABRINA SMELKO**  
@sabinasmelko

**JOCELYN MERCER**  
@HowToCakeIt

**ANNA OLSON**  
@OhYum

**LAUREN TOYOTA**  
@HotForFood

**RICK MATTHEWS**  
VP International, Kin Community (MC)

## QUESTIONS FROM MC (RICK):

### YOU ALL HAVE A CONNECTION TO BROADCASTING.

- **JOCELYN:** My background is in developing factual television. Our biggest incentive to work on digital is that I didn't need to ask permission, could create content on my own terms.
- **LAUREN:** Connection with my audience. As a TV host and personality, you don't have direct access or a relationship with the people who watch you. Society puts you on some kind of pedestal/glass house. It seems inevitable to transition to digital and put all my focus and energy into my YouTube channel. I had creative freedom and control - it was always what I initially wanted and now I can freely express myself.
- **SABRINA:** First worked digitally and then went into broadcast. I had the opposite path where I first gained a following to then gain the attention of broadcasters. It's a larger scale, gain credibility, continue doing what I was initially doing, but it's created an overnight success.
- **ANNA:** Ultimately with a global audience, I started in Canada and unexpectedly found success in Asia. I can connect to my audience through a different way with the digital platforms.

### YOU ARE ALL EXPERTS AT WHAT YOU DO AND YOU'RE BUILDING YOUR OWN COMPANIES. WHAT ARE THE EXTENSIONS OF THE BUSINESS YOU'RE BUILDING?

- **JOCELYN:** Right from the beginning, we wanted How To Cake It to be experiential and e-commerce. Experiences like Camp Bake, which people pay for, are a way for adults to engage their kids for a day, learn something new and do something creative. We're really trying to get more into in-person experiences, pop-ups, getting books signed, buying and experience something interesting.

- **LAUREN:** Creating a book was a personal endeavour and achievement. It's another way to market food as a brand and it's directly tied to me as a person and a brand. It takes me out of the YouTube platform and grind and it's afforded me the chance to reach the world and provide the experience of vegan comfort food. I hear all the time, "You're my friend, I cook with you, I watch you while I eat food."

#### **WHAT IS THE PROCESS TO DECIDE WHO YOU WANT TO WORK WITH?**

- **ANNA:** I find it's simpler than you think, there are not layers to get to me. I have someone to help guide requests to me and I personally respond. As corporate campaigns with major brands, we plan six months in advance, I get a couple requests every week. Part of joining a brand with my audience means it's got to go through me first.
- The ideal is a long term partnership, alignment with brands and influencers. There's always a desire to work long term.

#### **WHAT IS THE STUFF, IN YOUR EXPERIENCE, THAT HAS NOT WORKED OR NOT BEEN IDEAL?**

- **JOCELYN:** A short term vs. long term vision. There's no real strategy presented for how to connect with our audience. Sometimes there isn't an openness to connect with our audience in the smartest way. I like to speak with the brands directly - we are the gatekeepers of our audience and our personal brand.
- **SABRINA:** There needs to be a plan and a vision from the beginning. Research us first. Don't just ask us to post something. We all have such different sets of skills, so do your due diligence, find our strengths that no one else has and take advantage of them.
- **ANNA:** It takes a great deal of trust between the agency and Corus partners, the brands, etc., but I like to hear from all these parties because there are different perspectives that build the greater whole of what we are going to create. We're trying to leverage access to one another to build all of our brands to grow to a better place.
- **SABRINA:** It is so saturated right now, so it's important to have a square one – something that you own to begin with. You need a website that helps launch your business with content.
- **ANNA:** You need to keep raising the bar. Timing can be fortuitous, but anyone can explode into new and old platforms if you are an innovative contributor.
- **RICK:** Some people when they launch, they make the mistake of not thinking about their holistic brand. Carefully plan your editorial calendar to hone in on your audience.

#### **WHAT ADVICE WOULD YOU GIVE YOURSELF WHEN YOU FIRST STARTED? TOUGHEST LESSON LEARNED?**

- **JOCELYN:** If you're alone you'll burn out, because the YouTube space is a long game. You must figure out a way to sustain. It was such a grind even with just the three of us. The cakes, the videos take days to make. You want to create videos that are quick to shoot and edit (traditional YouTube model). It takes so much to get to this stage of the game. In anything you're doing, it's going to be difficult, it's a long game, so go day by day.

#### **WHEN COLLABORATING, HOW DO YOU SHOW THE ROI OF THE PARTNERSHIP IN THE BEGINNING?**

- **SABRINA:** Through Corus tempo and it's on broadcast. When it comes to digital, we have access to our analytics.

# The State of the Creator Economy

<https://izea.com/2018/05/01/2018-state-of-the-creator-economy-canada-infographic/>



## SPEAKER

### TIFFANY HEIMPEL

Managing Director, IZEA Canada

## 1. MARKETER ATTITUDES

- » Content marketing and influencer marketing are established as highly effective, it's not part of the marketing mix, it's now on the P&L
- » Who's using it: sponsored social marketing, online display ads, experiential, celebrity endorsements
- » Compared to the US, Canada tends to lag three years behind
- » Radio, magazine and newspaper advertising, from a marketer's perspective, are low priority in terms of reach and momentum

## 2. BUSINESS OF INFLUENCER AND CONTENT MARKETING

- » #1 reason: awareness building. How to drive sales, etc, on a macro level, what we're looking for is awareness as a marketing tool
- » Ad-blocking software: impacting how people spend their marketing dollars. 76% of marketers are going to change the mix of their marketing because display is not as effective as it used to be
- » Median: \$300K+ spend on influencer-specific marketing budget
- » ASC guidelines and compliance: we released some updated guidelines. 23% familiar, 38% not familiar.
- » Consumers are more weary of influencer marketing because not sure if there is a regulatory body for the content to concern consumer trust
- » 30% of creators are asked by marketers to not disclose earnings

### 3. CREATOR PERSPECTIVE

- » YOY creators are spending less time creating content. They are creating shorter-form content because this is generating the highest impact
- » Creator attitudes: what do they want to get better at? Providing metrics or to work with someone who provides insight on their metrics
- » What kinds of companies do creators want to work with? Creator companies, marketers, PR, talent agencies

### 4. CONSUMER PERSPECTIVE

- » How do consumers feel about content marketing? Canadians use YouTube and Facebook most, then blogs, Instagram, Twitter and now LinkedIn.
- » Canadians over-index on social media
- » The average number of messages seen per month: Facebook 22, YouTube, 21, Instagram 19
- » High penetration/high visit: marketers use influencers from brand awareness. Focus on these three channels upfront.
- » Consumer quality product ratings: indexing around 6.7/6.5/6.2
- » Cambridge Analytics scandal. People are perceiving the influencers as now part of the overall mix this year. Canadians are more pessimistic about marketing data.
- » Content marketing effectiveness: effectiveness ratings for content marketing is still good, but consumers are rated it slightly lower than influencer marketing. Ex. LinkedIn snuck into the mix this year.
- » What makes a brand-influencer collaboration credible? Authenticity and knowing whether the influencer actually used a product. The source expertise and how much insight they provide about the brand. The absolute last thing that matters to the consumers is the number of followers the influencer has - it doesn't matter 2000 versus two million - did you use it and do you like it?
- » Is the influencer someone famous or one that I believe? Do we identify them as a subject matter expert?

### SUMMARY AND CONCLUSIONS

- 1 in 4 marketers now dedicate more than \$1 million/year for influencer marketing
- 3 of 4 marketers surveyed have stand-alone budgets for content and/or influencer marketing
- Creators: 28% of creators indicated they have received direct requests from the client not to disclose they were compensated. Creators now feel more confident in providing metrics on their content.
- Consumers: Content and influencer marketing rated as equally or more highly than traditional advertising. Authenticity still top priority.

# Pumping up Your Content



## SPEAKERS

### NATHAN GEORGE

Senior Manager, Brand Strategy, BuzzFeed Canada

### JESSICA ZAGARI EVANS

Head of Communications, L'Oréal Paris Canada

### RJ PAULOSKI, VP

Sales & Business Development Canada, Teads.tv

### PETER REITANO

CEO at Abacus

### FATIMA ZAIDI

VP of Business Development, Eighty-Eight

## WHAT'S THE RELATIONSHIP BETWEEN CONTENT AND REACH AND WHAT ROLE DO THE PLATFORMS TAKE IN YOUR STRATEGY?

- **FATIMA:** Our clients need to set a budget for creating strategic content. To broaden our reach, utilizing influencers effectively generate reach and fast turnaround. For distribution channels, there are different best practices, but to be aware of strategies very early in the content phase.
- **NATHAN:** Content and reach go hand in hand. Our owner treated BuzzFeed as a content lab. Without that content we wouldn't have the reach we do. But with that content, we listen to our audience and use it to see how people use and interact with it.
- **PETER:** If you're producing video content, YouTube is the best strategy. With Crypto and Cannabis friends, Facebook does not allow those brands.
- **RJ:** Rely on your content to attract a certain audience. What's the addressable audience we're trying to reach from our customer base? Paid media plays a big part to ensure we have enough penetration in our audience.
- **NATHAN:** If we're creating a custom video and our advertiser wants to target a young demographic, then we know we need to use Snapchat and cut down the content to that specific distribution channel.

## ARE YOU ALWAYS ADAPTING CONTENT TO THE CHANNEL?

- **NATHAN:** Older demographic = Facebook. Younger = Snapchat.

## WHAT PERCENTAGE DO YOU THINK SHOULD BE ALLOCATED TO REACH VERSUS CONTENT?

- **PETER:** We have a simple benchmark for media buying. If you're spending \$100K/month, we reinvest 25% on fresh new content.

## WHAT ARE SOME FAUX PAS FOR CONTENT DISTRIBUTION?

- **NATHAN:** BuzzFeed's mantra: "Never interrupt the content your users love - and be the content that your users love." You never want your audience to jump off content that is entertaining, informative. People don't just want to read about your brand, so make the content personal and valuable.
- **RJ:** Recognize the environment where the content will live and customize it to the platform and audience.

- **PETER:** People make the mistake of making one piece of content for all different distribution channels. Every platform requires different nuances, timing, audio, captions, etc.

#### **FOR SMALLER BRANDS THAT DON'T HAVE THE BUDGET TO CREATE ITERATIONS OF THE SAME STORY?**

- **PETER:** It's not that much of budgetary restraint to adapt content to different platforms.
- **FATIMA:** More isn't necessarily better. Create great content on target platforms to ensure high consumption of content.
- **PETER:** We just do paid media on social. When we're running campaigns, we build a design system and test creatives. When we see spikes in messages that resonate, we adapt our content to what the data directs us to create.
- **NATHAN:** We take 30-second commercials and cut them down to the specific medium to meme-ify so that it's a turnkey way to create longevity for the content.
- **RJ:** Landscape versus square and vertical. Square and vertical is significantly more effective for engagement.

#### **HOW CAN YOU ENSURE ALIGNMENT THROUGHOUT THE CONTENT STRATEGY PROCESS?**

- **RJ:** At the end of the day we're driving alignment on KPIs and business outcomes. From the outset, deliver value for the brand.
- **FATIMA:** Have a clear-cut marketing strategy with one strategic objective towards a common goal.
- **NATHAN:** For content, have everybody at the table. Ex. AMEX included all parties so that the campaign had all faces behind it.
- **PETER:** Align on KPIs, but we always create a design system for building blocks across all platforms so that all ads look the same.

#### **WHAT ROLE DOES EARNED MEDIA PLAY IN CONTENT STRATEGY AND DISTRIBUTION?**

- **FATIMA:** It's out of your control but it's a much more trusted search than paid media when done right. It stands out from all the content consumers are bombarded with on a daily basis. Huge proponent of earned media. We do not take on content creation work if not with budget for something like Abacus
- **NATHAN:** Earned media is more shares and tags. We have a new travel and experience channel. The ROI on the initial investment was so much higher because the content inherently made viewers tag friends.
- **RJ:** Earned media is a bit of a test case around identifying customer segments that maybe weren't part of your initial push.

#### **Q: WHAT ARE KEY KPIS FOR MEASURING SUCCESS**

- **FATIMA:** Views, engagement rates - it depends on tactics and your business KPIs. What are the key indicators for your client?
- **PETER:** Every piece of content has to have KPIs. The top of the funnel should be engagement and awareness metrics. Bottom: conversion messaging and specific actions to take.

#### **Q: FOR OPTIMIZATION BASED ON PLATFORM, WHAT ARE YOUR THOUGHTS ON RE-EDITING CONTENT THAT IS NOT PERFORMING WELL?**

- **NATHAN:** When we're creating content, we normally create different versions of it and test it to optimize your budget. Have the foresight to do that ahead of time. It's very expensive to remix.
- **RJ:** Broadcast world has a budget for pre-testing content to determine engagement and improve performance. So we should do more of that today, but there is a strong speed to market.

# A Comprehensive View of the Video and Cross-Platform Consumer



## SPEAKER

### BRYAN SEGAL

Vice President, comScore, Inc.

## THE VIDEO AND CROSS-PLATFORM CONSUMER

- People are consuming media differently, but not less of it
- Millennials spend more time with digital. The mature population is TV-centric
- In Canada, 31.6M Canadians are online, 28M desktop, 22.6M mobile
- Mobile users consume more than two times the amount on mobile versus desktop. Canada leads the world in terms of time spent on desktop devices
- Study by Boston Consulting: mobile has become a primal need. What would people do to not surrender their mobile devices?
- Increasing minutes per video shows an appetite for long-form content
- The French-speaking audience is driving growth in video viewing in Canada by 10% YOY
- Canadians are accustomed to a low ratio of ads to content videos. When you look at your Canadian audience, there is less clutter, which drives opportunity for brands to gain exposure.
- There is a lot of fraud, fake news, oversaturated branded content influencers, and so there needs to be careful consideration of selecting influencer marketing across the landscape

## COMSCORE BRANDED CONTENT ANALYSIS PLATFORM

- Classify each brand integration segment
- System algorithms
- Social tracking for owned, earned and paid
- We deliver an actionable scorecard

## SUMMARY

- Canadians have an appetite for digital media, especially video
- Mobile is disrupting the way we consume video and social
- Canada is a unique market, with French Canada driving growth on video, versus Atlantic and the Prairies
- Branded entertainment marketplace in Canada is booming

# Marketing to Gen Z and Millennials through Influencer Marketing



## SPEAKERS

### JAE & TREY RICHARDS

@4YallEnt

### MICHAEL RIZZI

@mikerizzi

### JACLYN FORBES

@jaclynforbes

### BROOKE NOLAN

Brand Partnerships, Influencer Marketing,  
Content Development, Bell Media

### MC: BROOKE NOLAN

## HOW TO BEST WORK WITH CREATORS AND TO CONNECT WITH MILLENNIALS

### 1. CAMPAIGN: OTTAWA TOURISM FOR CANADA 150

- Influencers attend the events to promote attendance
- **MICHAEL:** Vlogs can be nerve-racking because the content creator will speak in their everyday vernacular. But vlogs are a great place to showcase your brand because the creator has developed their audience based on their personal stories, journey, etc.
- I started a new platform with my own website. I found my audience followed me from one platform to another. It's a mentality shift for brands because there's a shift from thinking about data and metrics generators to instead building long term relationships with creators.

**BUILDING OFF THIS CAMPAIGN IDEA, SOME CHALLENGES CREATORS CAN FACE IS WHEN BRANDS APPROACH US WITH PRE-BAKED IDEAS AND ASK TO EXECUTE. IN THIS INSTANCE, YOU TOOK THE IDEA AND MADE IT YOUR OWN.**

### 2. 4YE MEDIA

- Partnership with OhHenry!
- They wanted to launch their new packaging "OhCanada!"
- **TREY AND JAE:** This campaign couldn't have gone better. OhHenry! gave us creative control to make something that resonated strongly with our fan base. We know what serves our audience the best and in turn what serves the client best. We read the comments every day to understand what they do and do not like.

### 3. BIORE CAMPAIGN

- Biore wanted to build content around back to school, reaching our Canadian audience.
- “Getting Deep” with Jaclyn Forbes

#### THE BEAUTY CATEGORY IS A CROWDED SPACE. WHAT IS YOUR UNIQUENESS IN THE SPACE?

- **JACLYN:** Start with a conversation so that it’s not a one-sided transaction. I already had a video in mind to shoot with or without sponsorship. My goal is to have a successful video that resonates with my audience. The brand wants to sell products. Your audience can tell when it’s a natural fit.

#### MAJORITY OF BRANDS ARE VERY COMFORTABLE WITH CREATOR PARTNERSHIPS, ESPECIALLY WITH PRODUCT REVIEWS.

- **JACLYN:** With beauty videos, I do see value in traditional how-to videos, but it doesn’t need to be so sterile and it’s best to infuse your personality. You grew up with your audience, there’s brand trust. You have to add your own personal spunk to it. Follow the guidelines of the brand’s key messaging, but ultimately, it’s mine to create.

#### AS CREATORS, YOU GET YOUR FOLLOWERS TO SUBSCRIBE, ETC. BUT WITH BRANDS, HOW ARE YOU GETTING YOUR FOLLOWERS TO TAKE ACTION AND BUY?

- **MICHAEL:** I think the growth is great and getting more subscribers. But the engagement piece is king. If you focus on the people who are already following you, rather than gaining more, you can focus your efforts on getting them to engage. And the best way to do that is letting them into your life even more.
- **JEY AND TREY:** Just being us in the best method for us. We’re open to talk back to them. Trust builds with them. We want to make it fun, add jokes and personality. Make them want to do it.
- **JACLYN:** Whether it’s having visual and verbal cues like “Go follow them on Instagram,” but if your viewers consider you a friend, it’s a natural conversation piece to say “Hey, you should follow X on Instagram”.

### QUESTIONS

#### WHAT ENTICES CREATORS OUT OF THE TOP FOUR PLATFORMS TO TRY NEW ONES (MUSICAL.LY, TWITCH)

- **JEY AND TREY:** I naturally like playing games, so Twitch works for me. I prefer Snapchat over Instagram. I test apps all the time.
- **MICHAEL:** There was an app that followed Instagram stories but showed posts in chronological order. It’s important for brands to know which platforms service various needs all at once. We’re asking that same question all the time.
- **JACLYN:** To diversify, I fall into the traps of all the ads. I value word of mouth. If all my friends are doing it, then I will follow suit, because I trust what my friends value.

# Creating Global Digital Partnerships



## SPEAKERS

### EDLYNNE LARYEA

Global Director, Digital Partnerships,  
Johnson and Johnson

### ASHLEY HIGGINS

Brand Partner, Shutterstock

## EDLYNNE'S BACKGROUND:

- Started as a strategy consultant, then worked in marketing for Unilever and Dove, campaign for real beauty. Worked in brand management for Labatt. Then transitioned into start-ups. At Johnson and Johnson, I manage \$40M+ global partnerships and also heading influencer marketing at J&J. Understand what we need as a business and also what our partners need.

## INTERVIEW:

**ASHLEY: AS A CANADIAN WITH GLOBAL BUSINESS EXPERIENCE, HOW ARE YOUR TEAMS STRUCTURED? HOW DO YOU RECOMMEND BRANDS APPROACH GLOBAL OPPORTUNITIES AND PARTNERSHIPS?**

**EDLYNNE:** Don't cold call me. You need to be ready to scale tomorrow. In my job, we look at what's working in different regions and then scale it globally. You need to be the best at what you do, do it in a unique and interesting way, and then approach us. You need to come at me already knowing what our problems are and providing a really unique solution. Everyone is pitching us all the time. You must be incredibly unique and different, then have data to back it up.

**ASHLEY: WHEN YOU SEE THAT INTERESTING OPPORTUNITY, WHAT HAPPENS NEXT?**

**EDLYNNE:** Try to make it as easy as possible for your corporate partners to make it easy to work with you. Don't make us go back and forth on the Terms and Conditions. We see it easier to go directly to creators.

**ASHLEY: HAVING WORKED INTERNATIONALLY, IF THERE'S A GLOBAL AGREEMENT IN PLACE, IT IS TRANSFERABLE TO REGIONAL LEVELS? WHAT ARE EXAMPLES OF WHAT YOU'RE LOOKING FOR IN CREATORS, PARTNERS? WHAT SOLUTIONS ARE YOU LOOKING FOR?**

**EDLYNNE:** #1 is that you use our brands already. I'd rather have it authentic. Do you follow us, have you engaged with us before? Is there authenticity? I don't care how many followers you have; I'm more interested in why you are influential. It's really about expertise, especially in the medical field, being a pharmaceutical company. Ex. Skincare: she tests the pH of skincare levels. That's interesting because it's a stamp of credibility for our brand. We don't need someone who shows how to wash your face. Do what you do, but do it really well. Ex. You really care about oral health.

## **ASHLEY: TESTIMONIALS FROM INFLUENCERS?**

**EDLYNNE:** Content is about solving a problem, being part of a solution. At the scale of what we need to do, we want to work with someone who has big engagement. Film yourself shopping at stores. This is something you can monetize. Our biggest need is creators for our retailers. If you are really good and getting people to get up and go do something - that's what I want.

## **ASHLEY: J&J COLLABORATED WITH TARGET, BANDAID AND OHJOY (VLOGGER).**

**EDLYNNE:** This campaign came to be because OhJoy already had a partnership with Target that was seeing success. She worked with us because she understood the objective and that a band-aid kit could be purchased at Target. OhJoy was instrumental in coming up with the content story. She had a proven track record. We want low-risk partnerships.

## **ASHLEY: THAT CAME THROUGH THE SHOPPER TEAM, LOOKING MORE ABSTRACTLY AT THE BRANDS YOU WANT TO WORK WITH.**

**EDLYNNE:** Ultimately, do your research. We have a corporate entity of J&J, but I don't work for them. My job as a marketer is to sell boxes on a shelf. Understand that there are those of us in the business where we already understand how to gauge the validity of influencers. Know your audience (me) when you approach to pitch.

- Make an indelible mark on your own first, because that's how I'll pick up the phone and want to work with you.

## **WHAT'S YOUR EXPERIENCE ROLLING OUT CULTURAL DIFFERENCES ON A GLOBAL SCALE?**

**EDLYNNE:** We're trying to put the structure in place now. My job is more about measuring KPIs by region - regional nuances in influencers. We try to find commonalities in where influencers can be cross-culturally relevant in various regions and demographics. How creators can interpret a campaign regionally.

## **WHAT IS A RECENT CAMPAIGN THAT'S BEEN EXCITING AND DIFFERENT?**

**EDLYNNE:** With Kande Johnson, we co-created a shampoo with OGX. We bought the company, built their brand recognition. We had to define spokesperson versus influencer partnership.



# Straight Out of Canada – How WatchMojo Built One of Youtube’s Most Successful Channels



## SPEAKER

**ASHKAN KARBASFROOSHA**  
CEO, WatchMojo

**MODERATED BY STEVE HULFORD**  
CEO, Interesting Sh\*t

- WatchMojo originally intended to create content about every topic, but later decided to focus on creating Top 10 countdowns about TV, Movies, etc
- In 2012, WatchMojo went all in on Youtube, rather than many different platforms
- Youtube is mostly personality based, but creators alone have a lot of pressure to keep producing, WatchMojo is more collaborative, and uses clips of what they’re discussing rather than having a “face” to the channel
- Traditional media companies were slow to move to platforms like Youtube, it takes a risk-taking CEO to embrace new platforms
- Look for what might displace you, big companies can’t be complacent (WatchMojo benefitted from a vacuum created by Viacom not putting their VH1 content online)
- The internet allows you to pursue larger international audiences
- Even in a “work to live” culture like Montreal, they compete by getting everyone invested and creating a positive work environment
- If you have a real audience (not views generated by something like an autoplay banner) revenue will follow
- Use power of social media and LinkedIn to build yourself up and strong people will be drawn to work with you
- Think global, predict your growth, don’t lock yourself into a corner
- Venture capitalists weren’t originally drawn to things like WatchMojo, because it had slow growth and different ideas about content
- Like MTV or ESPN, WatchMojo eventually began creating original content, rather than simply the top 10 videos using clips from other media (game show, web-series, drama)
- “Diversification is not being popular on Youtube and then moving to Facebook”, for WatchMojo it is new content and acquisitions

- Facebook is more interested in taking revenue, whereas Youtube and Google to some degree are more about sharing the profit
- Snapchat and Instagram aren't really video platforms, Youtube is still the video platform to try and build on

## QUESTIONS

### IS IT STILL POSSIBLE TO BUILD A SUCCESSFUL CHANNEL/BRAND ON YOUTUBE?

- There's a lot more clutter now than when WatchMojo got started (you need 5 million views to be big now, rather than 100k)
- But people are still watching Youtube, it's still the biggest video platform
- Be smart – anchor your content on Youtube, be strategic about moving to other sites

### CAN FACEBOOK WATCH COMPETE WITH YOUTUBE?

- Facebook Paid didn't work, and all evidence of it has been scrubbed from the internet
- Facebook is more about sharing, not creating content
- Facebook Watch will be less concerned with expensive content
- Don't turn your back on Facebook Watch, but don't think it will take over Youtube
- It'll be useful for audience discovery, revenue will be a bonus
- Youtube is not going to compensate more to keep people, FB Watch isn't that type of competition

# Canadian Youtubers – A Marketer’s Perspective



## SPEAKER

### SEBASTIAN WULFF

Growth Manager, Paladin Software

## PALADIN:

- Discovers influencers
- Manage and pay talent
- Track brand campaigns
- Visualise performance data
- Accelerate audience growth

## PALADIN’S TALENT LOCATOR: TRACK DOWN CANADIAN YOUTUBERS – LOOKING FOR YEARLY GROWTH, GAINING SUBS

- Youtube API V3 -> provides publicly available data on Youtubers
- WatchMojo and SuperSimple are the biggest Canadian Channels – most subscribers
- After identifying biggest channels, see if they’re still growing
- Once a channel hits 5000 subscribers, they grow fast so these are the ones to watch
- Animals can be big influencers (ex: Smiley the Blind Dog)
- A horse-riding channel for young girls made profit, not by monetizing their videos but by holding live events and developing products for their viewers
- Big channels average a growth of 13x the views over a year

## BIGGEST CANADIAN CHANNELS:

- 27% game channels
- next biggest subject are undetermined, they don’t have an identifiable niche
- 77.4% English videos, 18.6% Unspecified language, 4.3% French
- Canadian content mirrors global trends in terms of content
- There are many upcoming Canadian channels
- Most don’t reach 5k subscribers, invest in those who do
- Download White Paper of this information: InfluenceThis will release it

# Mapping Content Experiences Within the Customer Journey (workshop)



## SPEAKER

### LYNN BESSOUDO

Manager, Public Relations, Sick Kids Foundation

### TIFFANY KAYAR

Communication Media Manager, Wowee

### MONIKA SHARMA

Director of Marketing, Viacom

### TIM DOLAN

Principal Consultant, Kickframe

### SARAH FELDMAN

Director of Public Relations and Influencer Marketing, Endy Sleep

## WHY CUSTOMER JOURNEYS? - CLIENTS SEE THEM AS INTIMIDATING, TOO LONG, LINEAR

- They're a great way to build empathy for the customer
- Identify new moments to engage
- Orchestrate different channels
- Get smarter over time – see how data can inform your next move

## CASE STUDY – TORONTO SYMPHONY ORCHESTRA

### QUESTION: HOW TO ENGAGE YOUNGER AUDIENCES

- References viral video of professional violinist pretending to panhandle in subway station, commuters just walked by and the message of the video was that people don't appreciate art
- From a customer journey approach: the creators of the video don't understand their audience (these commuters are in a rush, wouldn't stop no matter who played)

### TSO CUSTOMER JOURNEY APPROACH LOOKED AT:

- Pathways, moments they feel a certain way –
  - » Identify moments for you to appear on their feeds
  - » Buying and planning to see orchestra is done less in advance
- How to create a better experience
  - » Remove barriers – Orchestra has traditionally had a lot of etiquette protocols, but for the youth demographic this is intimidating and serves as a barrier

- How to get donations
  - » Younger audiences are less interested in preservation, more interested in creating something new (popular culture events etc)
- The TSO was able to learn all of this because they took time to understand the persona of the demographic they wanted to reach – use customer journey model to understand how to reach them

#### WORKSHOPS:

- » Identify how to engage demographic before, during and after process
- » Understand how to reach this demographic: using traditional media to advertise
- » Provide excellent consistent customer service throughout the process

# How the Briefing Process Can Lead to More Effective Creative Campaigns (workshop)



## FACILITATORS

**MURIEL CHAVAROCHE**  
Marketing Manager, Yum! Brands

**JED SCHNEIDERMAN**  
President, Tapped Mobile

## WORKSHOP:

- Pizza Hut trying to rebrand from luxury and indulgence to everyday pizza store in order to tap into thrifty mom and millennial market
  - » Group chose to personify the deal bot on the Pizza Hut website, but two members were given secret constraints that altered the marketing plan, pushing it towards tv
- Understand who is at the table, ask about constraint and other commitments that might derail marketing plans later on
- If you keep open communication with all parties, you're less likely to be surprised later by unexpected constraints

# Fame & Culture Making



## SPEAKER

**MARY KATE CALLEN**  
Senior Director, Viacom Velocity

### “CULTURE HAS A NEW OPERATING SYSTEM”

#### FOUR TRADITIONAL TYPES OF CULTURE:

- Close culture: friends and family
- Mass culture: comes from above, not participatory
- Crowd culture: participatory, Twitter is a part of this culture
- Deep culture: obscure culture

#### LINES HAVE BEEN BLURRED BETWEEN ALL THESE CULTURES, MAKES THINGS CONFUSING IN MARKETING

- “Fame isn’t just for the famous anymore”
  - » detached from celebrities, for everyone now
  - » “proximity has unlocked fame from traditional centers of gravity”
- You can become famous for any type of niche: the clothes you wear, unboxing, art etc
- You can have 8 million followers and still not be well known by the general public
- Idols of promotion: lots of followers on social media
- New types of celebrity
  - » The people can give others a path to fame
  - » Nature of online platforms allows you to distribute to the whole world at low cost
- The more relatable the better – the more viewers feel they know you, the more engaged they are
- Lil Miquela – CGI media influencer with over a million followers on Instagram

- It's easier to feel famous...if for a moment
  - » 30% of young people say they're a little famous
  - » fame defined by recognition, features in branded content, being considered an expert
- 8/10 young people say contemporary celebrities are different from those of their parents
- Old celebrities were on a pedestal, inaccessible and seen as a different class
- New celebrities are more targeted to a niche, faster velocity to fame, closer to us
- Old celebrities are still a factor ("its AND not OR")
- Speed to fame: "O-Ellen overnight" (ex: yodeling Walmart boy)
- Targeted Appeal: over 6500 Youtube channels w/ over 100k subscribers – something for everyone and deep culture isn't far behind mass culture
- "Intimacy has no barriers": 1/3 young people say they feel as close to celebrities as their friends on social media
- How to take advantage: empathy, affinity, aspiraton and action
- Authenticity: considered really important – hard to define, easy to spot

# Zen and the Art of Creating

Moderated by: **Kimberly Moffit**



## SPEAKERS

**LATOYA FOREVER**  
@LatoyaForever

**BECKY WRIGHT**  
@TheSorryGirls

**MOLLY BURKE**  
@MollyBurkeOfficial

**KIMBERLY MOFFIT**  
@AskKimberly

## CREATIVITY AND IDEAS: HOW DO YOU STAY CREATIVE AND FRESH?

- **L:** Be a viewer as well, see where things are going
- **B:** Consider viewer suggestions
- **M:** Be around creators, get feedback from friends, draw from real life

## WORK/LIFE BALANCE

- **B:** Creating distinctions between work and the rest of your life helps keep you from overworking
- Subscribers and Views – how to keep from taking lower views personally
- **B:** Learn from it, take criticism
- **M:** Don't look at numbers if you know you'll obsess over it, do what you love, and know that your audience is there because they like you, and will like what you make

## CREATING GOOD CONTENT WITH BRANDS – PROS AND CONS, CANADA VS US

- **B:** They need to bring an idea to the table, and to know why they're a good fit for you
- **M:** Brands need to be flexible, and see the influencer as a long term investment, and let the influencer pitch ideas to them as well
- **B:** They need understand what influencers bring to the table –knowledge about Youtube audience
- **L:** Canadian brands tend to overwork influencers, take much longer to get things done, US brands have more to work with, easier to work with

## ADVICE FOR YOURSELF A YEAR AGO

- **L:** There's no blueprint, no set advice for what to do, it's a learning experience
- **B:** Uploading more increased views
- **M:** Don't post your first 10 videos, be flexible

## AUDIENCE QUESTIONS

### WHAT IS THE AUDIENCE RESPONSE TO BRANDED CONTENT?

- **M:** Be picky about brands, don't weigh the audience down
- **B:** Spend time to make sure the brand is a good fit, keep the videos genuine
- **L:** Organic partnerships, work with brands that align with yours

### WHEN DID YOU DECIDE TO MAKE YOUTUBE VIDEOS FULL-TIME?

- **L:** Originally put out content to get discovered but ended up finding a career on Youtube in 2010
- **B:** When it was either stop making videos or quit her job
- **M:** Youtube is more of a hobby, and it helps promote her motivational speaking career. By having Youtube not be her main source of income she's able to be more picky about brand partnerships

### HOW DO YOU KNOW WHAT YOUR RATE IS FOR BRANDED CONTENT?

- Go through your manager, make friends in the industry
- Use Social Blue Book to see what your ratings are?
- Don't let a flat rate get associated with you, because it depends on what the brand wants you to do
- Make packages that brands can select

### HOW DO YOU DEAL WITH HATERS?

- **L:** Blacklist and block
- **M:** delete comments if they start a thread of negativity

### HOW TO DEAL WITH PLATEAUIING OR SWITCHING DIRECTIONS

- **M:** Work with people who are as passionate as you
- **B:** accept that you'll have to let go of certain types of videos as your audience changes
- **L:** Start new projects, she has associated products and other ways to build her brand



I hope that you enjoyed **InfluenceTHIS** as much as we did! Content is such an incredible space to work in, and we can all learn from each other's successes as well as our inevitable mistakes.

In that spirit of sharing, please feel free to download our Epic Guides to help you develop your brand's content strategy.

We sincerely appreciate your time and participation at **InfluenceTHIS** and we look forward to hearing your stories very soon.



**Jerrid Grimm**

Co-founder and CEO, Pressboard

Download Our Free Epic Guides

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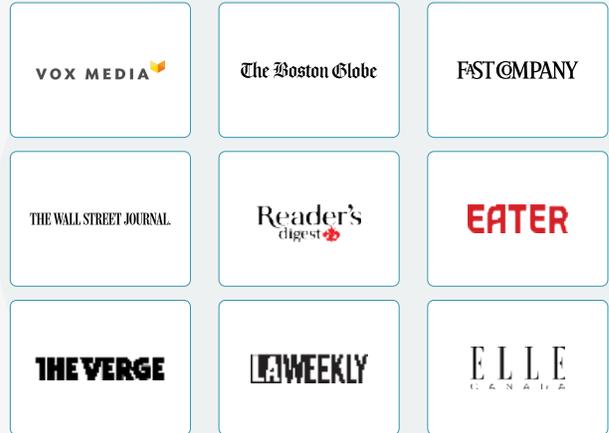
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